



# INTERNATIONAL JOURNAL OF CREATIVE RESEARCH THOUGHTS (IJCRT)

An International Open Access, Peer-reviewed, Refereed Journal

## CUSTOMER RELATIONSHIP MANAGEMENT-SALES MANAGEMENT

<sup>1</sup>Pratidnya Naik,<sup>2</sup>Ankita Parab,<sup>3</sup>Rutuja Nandurkar,<sup>4</sup>Prof.AshwiniPatil

<sup>1</sup>Student,<sup>2</sup>Student,<sup>3</sup>Student,<sup>4</sup>Associate Professor

<sup>1</sup>Computer Engineering Department,

<sup>1</sup>Shivajirao S. Jondhale College Of Engineering, Dombivli(E), India

**Abstract:** In today's digital era, there are the variety of issues related to online marketing. The reason behind the wide use of customer relationship management is not new for us. Today it's widely acknowledgement that the company's success is dependent on the how you understand and treat your customer by providing them with the right service. In short, the customer's relationship and success of business is dependent on the customer relationship management. The CRM, is the term which come into existence in the mid-1990's. Since there were difficulties which were faced by most of the CRM's is that while transferring the data from a company database to the CRM database is very time consuming. So, there is need of new tool which allows the transferring of data from the company's database and can be displayed in the CRM database. So, we had created a Customer Relationship Management website for the small scale business to improve their relations with their customer.

**Index Terms-** CRM, small scale businesses, online marketing.

### I. INTRODUCTION

CRM is a strategy and technology that is used to form the great relationships between organizations and their customers. It is the software of various strategies and technologies that companies use to manage and analyze the customer interaction towards the company and services provided by company and data throughout the customer cycle.

The goal of customer relationship management is to improve customer interaction and maintain customer relation and data by providing important services and also assist the customer and improve sales growth. The website for customer relation management is designed for small scale businesses. There are various small scale businesses are arriving and it is not possible for all businesses to maintain the information of customer. It is very difficult to store the customer information and provide services according to them. Customer Relationship Management is the useful website for this kind of businesses which stores the data under same roof which is easy to maintain data and maintain relationship with the customers. It is very time consuming and at very low cost.

### II. LITRATURE SURVEY

1. DheerajAnchuriWoxsen University, Hyderabad, India, 502345, published a research paper title as *Effect of Customer Relationship Management (CRM) on Customer Satisfaction*". CRM means management approach which means it shows the company to interact and attract the customers and according to that increase profit. To make positive relationship between customer and organization is the synopsis of the given paper. Maintaining positive significant relationship is a high quality of services which provides customer satisfaction.
2. Liang Li Ji-Ye Mao School of Business, Renmin University of China, Beijing, P. R. China, published an article named *"The Effect of CRM System on Sales Management Control"*. It shows that most of people spends their time online so CRM can use in online application which will use to attract the customers.
3. Dr.Mallika Srivastava Assistant Professor, SIBM, published a research paper on *"Customer Relationship Management (CRM)"*. It claims that in upcoming years CRM will become largest business that it will increase the profit if the company makes its CRM strong and reliable to the customer.
4. Chew Zhen Yong,issued an article on *"Customer Relationship Management (CRM) System"*. Customer Relationship Management modifies the antecedants of sales management. It helps the sales management to control and provides effective control mechanism.
5. INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 6, ISSUE 08, AUGUST 2017 ISSN 2277-8616 293, Nayab Bashir, published an article on *"Impact of CustomerRelationship"*

*Management On Customer Retention*". This paper explores the profit of company by defining right strategy, right organization, right channel and right success.

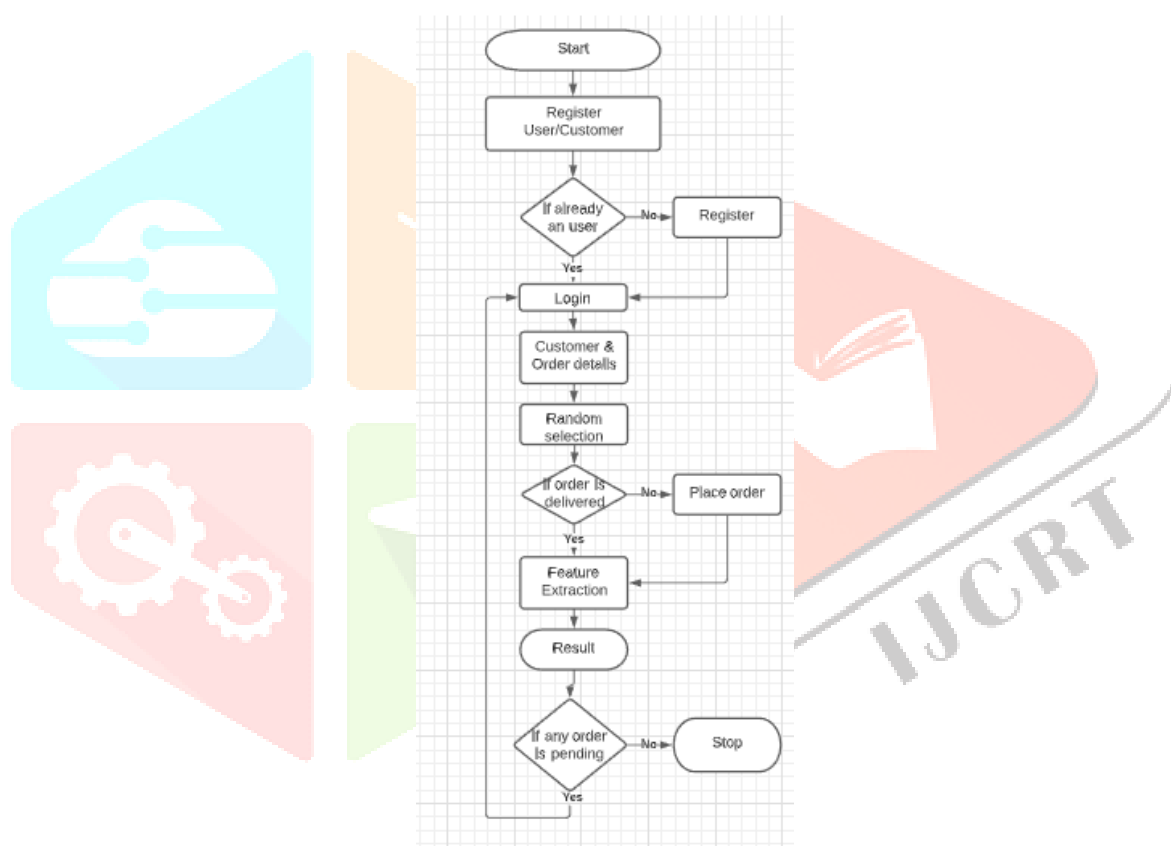
6. Prof.Dr. Abdul Ghafoor Awan Dean of Faculties, published a research paper on "*CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM*". It aims that how to increase the profit ability by reducing the cost.

### III. EXISTING SYSTEM

This paper aims that there is no existing system for the user or customer side. So, all the work should be done manually without using any tools or software. This leads to more paperwork and to overcome this situation and to create such a system which is for customers as well as for the growth of business. In which we silently telling the customer's or client's order status and detail about the customers.

### IV. PROPOSED SYSTEM

Our website is based on small scale business which provides services to the general customers. Our objective is to provide useful services according to the customers. In the proposed system, searching the information based on customer and order details from the database is performed. In the proposed system the first step involves registration and login of user/customer, the second step is analyses the customer and order details, the third step is random selection of customer and orders then according to that order is placed. The main work is handled by staff and admin of the business.



#### Working:

- Step 1: First we register user/customer if he/she is already a user then he/she have to login the page using their name and password. Users need to provide their login ID and password every time they access the system otherwise he/she have to register.
- Step 2: Now, authorized user can view all total customers and orders.
- Step 3: Then we perform feature selection by searching for relevant orders.
- Step 4: We differentiate between orders pending, delivered and status of the order.
- Step 5: Divide orders and customers depending upon the status of the orders.
- Step 6: If the order is delivered then extract that order otherwise place that order according to the status.
- Step 7: Then we show the results of the orders according to the details of the order.
- Step 8: If any order is pending, then place that order otherwise stop the process.
- Step 9: Finally, we display the result as orders are placed according to needs of the customer.

### V. RESULT

#### STAFF INTERFACE

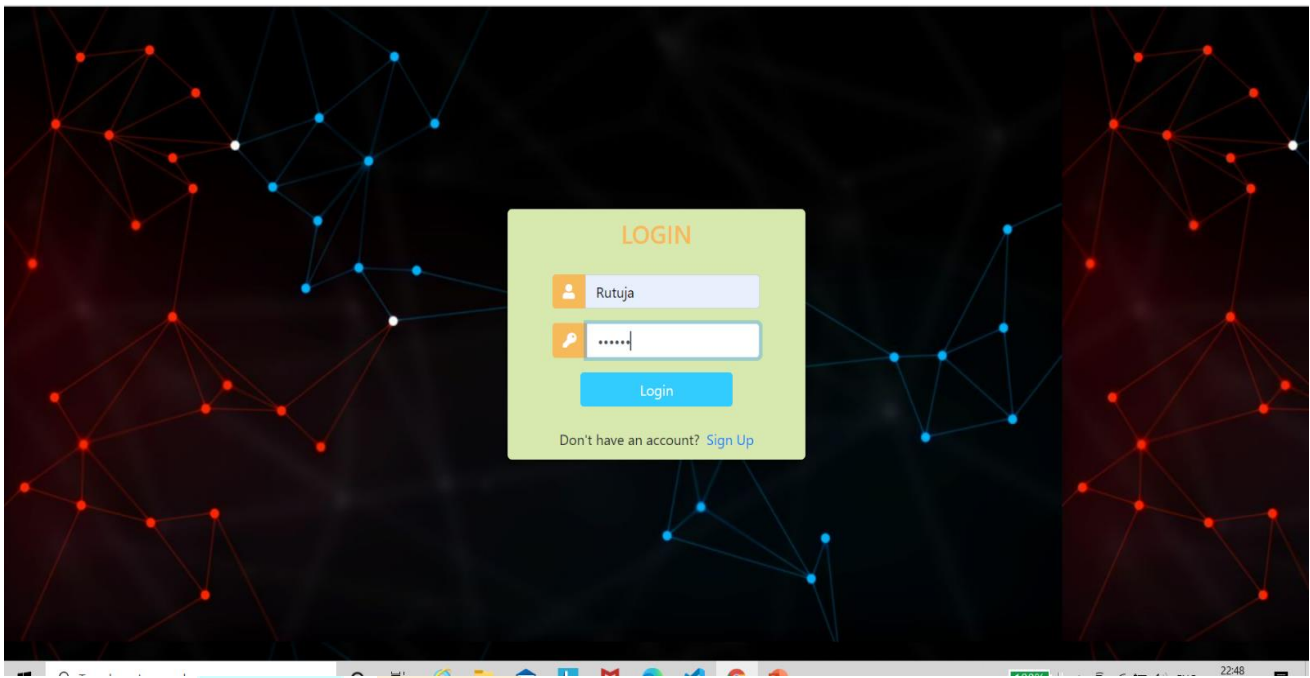


Fig 5.1: Login Page

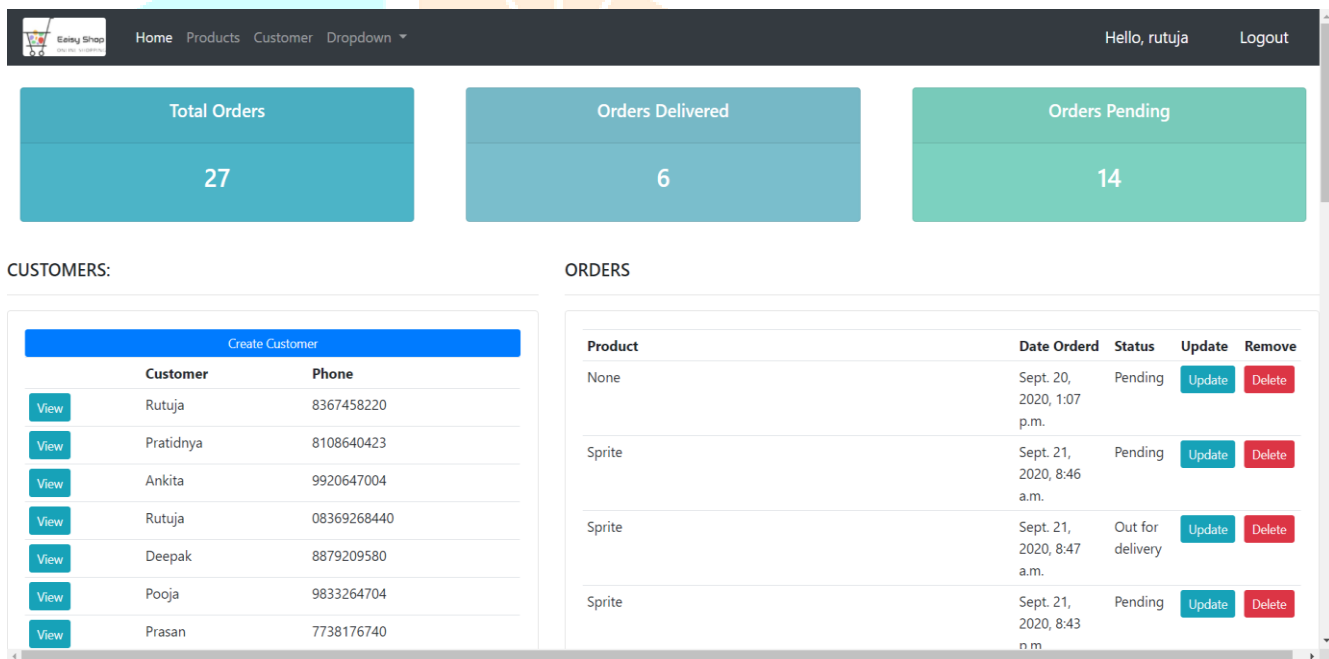


Fig 5.2 Home Page

The screenshot displays the 'Customer Details' page. At the top, there is a navigation bar with 'Home', 'Products', 'Customer', and 'Dropdown' menus, and a user profile for 'Hello, rutuja' with a 'Logout' button. The main content area is divided into three sections: 'Customer' with 'Update Customer' and 'Place Order' buttons; 'Contact Information' showing 'Email: rutuja@gmail.com' and 'Phone: 8367458220'; and 'Total Orders' showing a count of '14'. Below these is a search filter with dropdowns for 'Product' and 'Status', and input fields for 'Date created is greater than or equal to' and 'Date created is less than or equal to', followed by a 'Search' button. A table lists the orders with columns for Product, Category, Note, Date Order, Status, Update, and Remove.

| Product | Category | Note   | Date Order                | Status    | Update                 | Remove                 |
|---------|----------|--------|---------------------------|-----------|------------------------|------------------------|
| None    |          | fdfthg | Sept. 20, 2020, 1:07 p.m. | Pending   | <a href="#">Update</a> | <a href="#">Delete</a> |
| Sprite  | Out Door | None   | Sept. 21, 2020, 8:46 a.m. | Pending   | <a href="#">Update</a> | <a href="#">Delete</a> |
| Sprite  | Out Door | None   | Sept. 21, 2020, 8:43 p.m. | Pending   | <a href="#">Update</a> | <a href="#">Delete</a> |
| None    |          | None   | Sept. 21, 2020, 8:43 p.m. | Delivered | <a href="#">Update</a> | <a href="#">Delete</a> |
| None    |          | None   | Sept. 26, 2020, 5:07 p.m. | Pending   | <a href="#">Update</a> | <a href="#">Delete</a> |

Fig 5.3: Customer Details

The screenshot shows the 'Order Details' page. It features a form with several fields: a dropdown menu for 'Rutuja', a text input field, a dropdown menu for 'Pending', a text input field containing 'fdfthg', and a 'Submit' button. The navigation bar at the top is identical to the previous screenshot.

Fig 5.4: Order Details Page

The screenshot displays a confirmation dialog box with the text 'Are you sure you want to delete "Order object (9)"?' and two buttons: 'Cancel' and 'Submit'. The navigation bar at the top is consistent with the other screenshots.

Fig 5.5: Delete Order Page

| Product  | Category | Price |
|--|----------|-------|
| Fortune Oil  | Out Door | 200.0 |
| Sprite   | Out Door | 50.0  |
| Ketchup  | Cloth    | 150.0 |
| Lay's Potato Chips India's Magic Masala                                    | None     | 60.0  |
| California Almonds   | None     | 179.0 |
| Cadbury Bournvita Health Drink, 500 g                                      | None     | 194.0 |
| Kohinoor Authentic Royale Biryani Basmati Rice 5 Kg   Special Biryani Rice | None     | 513.0 |
| Solimo Premium Cashews, 250g   | None     | 325.0 |
| Santoor Sandal and Turmeric Soap (Pack of 4 soaps 125g each)               | None     | 130.0 |
| Vedaka Cumin (Jeera) Seed, 100g  | None     | 34.0  |

Fig 5.6: Products Page

### USER INTERFACE

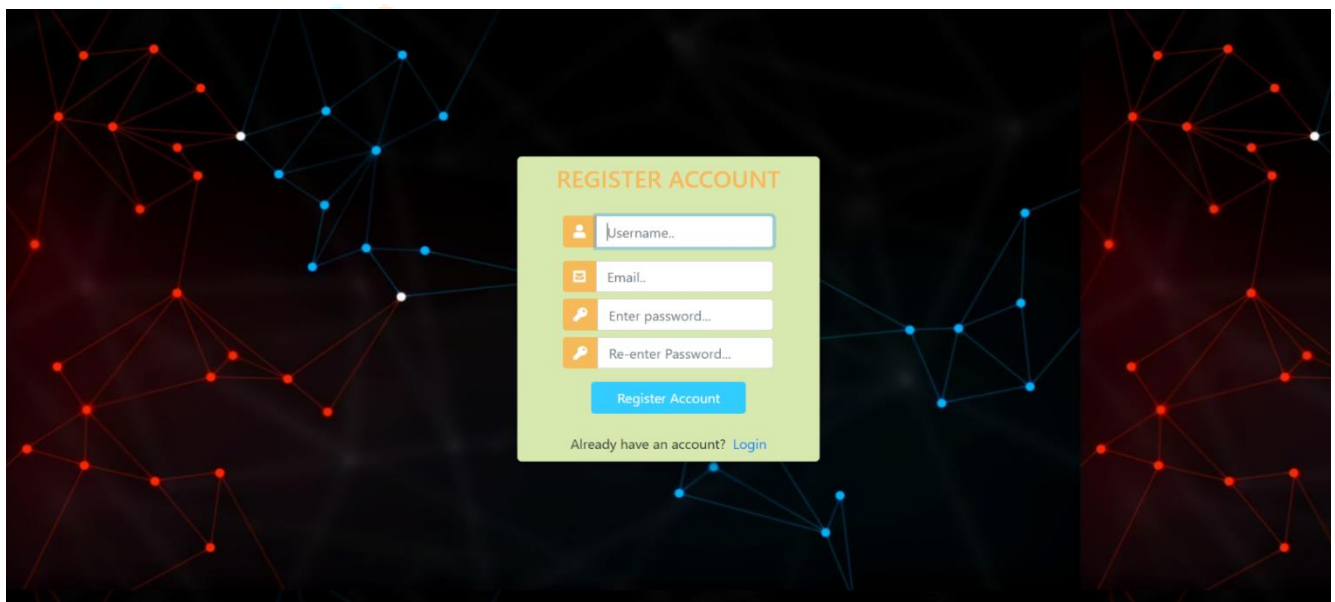


Fig 5.7: Registration Page

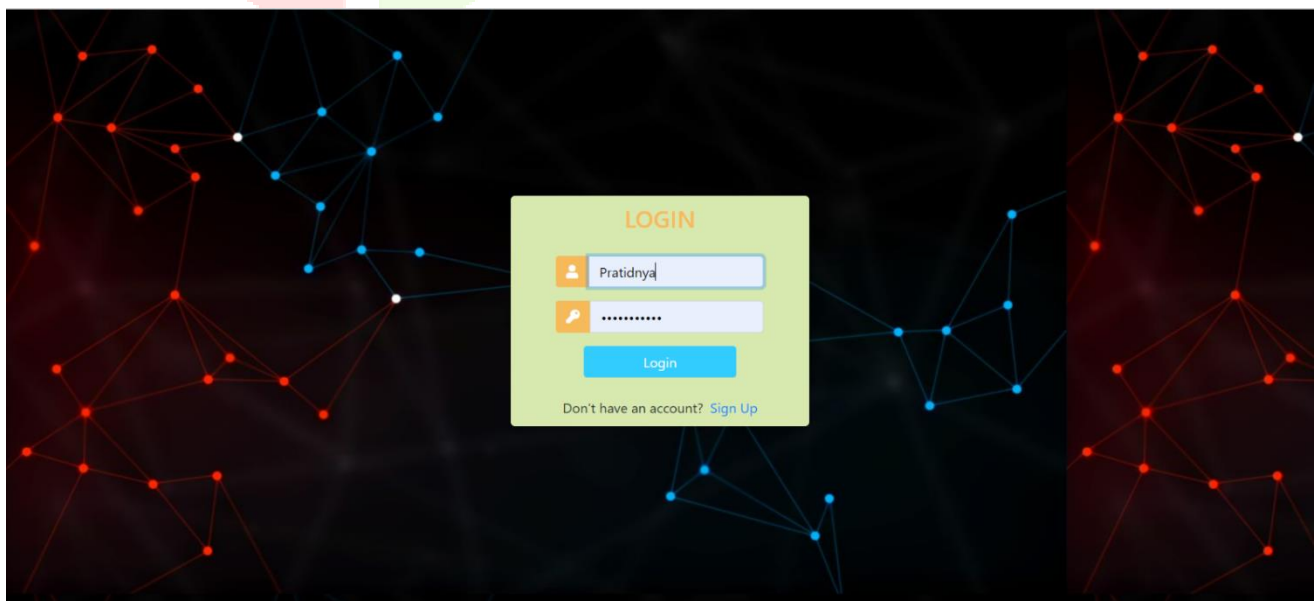


Fig 5.8: Login Page



Fig 5.9: Home Page after sign in

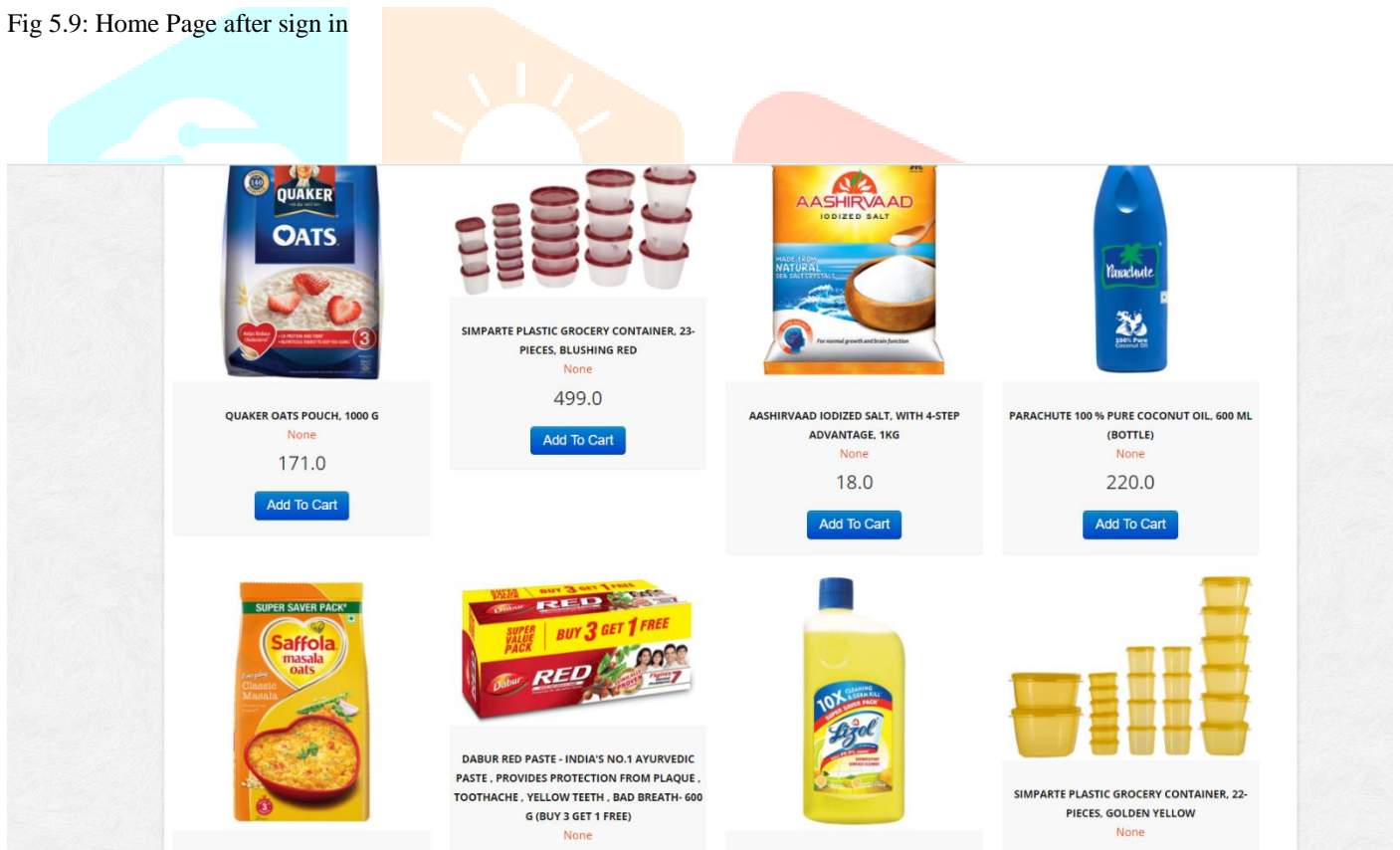


Fig 5.9.1: Home Page after sign in



**Total Orders**  
14

**Orders Delivered**  
2

**Orders Pending**  
10

**CUSTOMERS:**

Place Order

**Contact Information**

Email: rutuja@gmail.com  
Phone: 8367458220

| Product | Note    | Date Orderd               | Status  | Remove |
|---------|---------|---------------------------|---------|--------|
| None    | fdftuhg | Sept. 20, 2020, 1:07 p.m. | Pending | Delete |
| Sprite  | None    | Sept. 21, 2020, 8:46 a.m. | Pending | Delete |
| Sprite  | None    | Sept. 21, 2020, 8:43 p.m. | Pending | Delete |

Fig 5.10: Order Details Page

Eaisy Shop

← Back to Profile

### Account Settings

Name:

Phone:

Email:

Profile pic: Currently: mikasa\_cpOkXBKjffif  Clear

Change:  No file chosen

Fig 5.11: Account Settings Page

ADMIN INTERFACE

Django administration

Username:

Password:

Fig 5.12: Admin login page

Fig 5.12: Home Page

## VI. CONCLUSION

Thus, we have developed a system which helps customers and small scale businesses to grow in this pandemic situation. We are providing everything that the customer ever asks for. The main objective of this system to maintain customer relation with providing correct services.

## VII. FUTURE SCOPE

In future, CRM helps to view comparison between sales information with the predicted sales of business. Hence can get an idea of next action to reach the sales target of business. Our system can gather all the information of customer to single place. This can provide great opportunities in future for small scale businesses.

## VIII. REFERENCES

- [1.]Dheeraj Anchuri Woxsen University, Hyderabad, India, 502345 “*Effect of Customer Relationship Management (CRM) on Customer Satisfaction*”
- [2.] Liang Li Ji-Ye Mao School of Business, Renmin University of China, Beijing, P. R. China, “*The Effect of CRM System on Sales Management Control*”
- [3.] Dr. Mallika Srivastava Assistant Professor, SIBM, “*Customer Relationship Management (CRM)*”
- [4.]Chew Zhen Yong, “*Customer Relationship Management (CRM) System*”
- [5.]INTERNATIONAL JOURNAL OF SCIENTIFIC & TECHNOLOGY RESEARCH VOLUME 6, ISSUE 08, AUGUST 2017 ISSN 2277-8616 293,Nayab Bashir, “*Impact of Customer Relationship Management On Customer Retention*”
- [6.] Prof. Dr. Abdul Ghafoor Awan Dean of Faculties, “*CUSTOMER RELATIONSHIP MANAGEMENT SYSTEM*”